



# Road Ribbon for Road Safety®

## Information Sheet

### About Road Ribbon for Road Safety®

The WALGA RoadWise Road Ribbon for Road Safety® campaign is a community-based initiative which allows individuals to directly contribute to road safety and work towards achieving zero deaths and serious injuries on our roads.

This campaign commences annually on the third Sunday in November, in support of World Day of Remembrance for Road Traffic Victims and runs through until the first Friday in January.

Individuals are encouraged to wear a free road ribbon or share an e-ribbon with family, friends and colleagues to show their commitment to road safety their role in making every journey safe.

### Aim of campaign

To remind everyone to think about road safety, acknowledge they have a part to play, and commit to doing what they can to assist achieving the collective vision; a road transport system where crashes resulting in death or serious injury are eliminated.

### Participation

Anyone can participate in the campaign and in road safety initiatives.

- Local Governments
- RoadWise Committees
- government agencies
- private businesses and community groups
- individuals.

### Spread the messages by:

- Wearing a road ribbon.
- Downloading an e-Ribbon and sending to friends, families and colleagues.
- Utilising local media, organisation websites and social media accounts, and the hashtags #RoadRibbonforRoadSafety, #RoadRibbon, #WDoR<insert year> and #RoadWise.
- Telling people about the campaign and promoting road safety messages.

### Get actively involved

WALGA's RoadWise is encouraging everyone to get involved, including supporting local road safety initiatives being implemented by Local Governments.

Be safe road users by:

- Sharing roads and paths appropriately and kindly.
- Being alert to surroundings when walking or riding.
- Wearing bright and reflective clothes when riding.
- Wearing good safety gear when riding motorcycles.
- Turning off your mobile phone before driving and riding.
- Adapting your speed for the weather, light, traffic and road conditions.
- Buckling up every time when travelling in a vehicle.
- Taking a break, having a rest or if possible swapping drivers during long journeys.
- If you are planning to drink, arrange a skipper, organise public transport or stay overnight.

Road authorities and organisations can:

- Plan, design and build safe transport systems.
- Implement and regularly review staff safe vehicle and road use policies.
- Host a *Road Ribbon for Road Safety®* event or incorporate the messages into existing events.
- Erect a road safety display promoting the campaign and its messages.
- Distribute road ribbons through a counter display.

RoadWise can help promote your activities. Send an email to [roadwise@walga.asn.au](mailto:roadwise@walga.asn.au) with a summary of your activity including dates, times and location. Pictures can also be included.

@WALGARoadWise  
#RoadRibbonforRoadSafety



[www.roadwise.asn.au](http://www.roadwise.asn.au)